

COMPETENCIES MATRIX

- Data Analysis & Market Research
- Data Analysis
- Account Management
- Digital Marketing
- Business Research
- Secondary Research
- Lead Generation
- Business Development
- LinkedIn Navigation
- Customer Service
- Vendor Management

CAREER GRAPH

Jul 2018 – May 2023: Wipro Ltd, Gurgaon, Haryana
Sr. Analyst-Market Research

May 2016 – Jul 2018: Crux Creative Solutions Pvt. Ltd., Gurgaon, Haryana
Executive-Inside Sales & Events

Nov 2011 - Jan 2016: Ramprastha Promoters & Developers Pvt. Ltd., Gurgaon, Haryana
Sr. Executive (Sales & Operations)

Nov 2010 - Nov 2011: E-Meditek Tpa Services Ltd., Gurgaon, Haryana
Customer Care Executive-Health Insurance

EDUCATION & CREDENTIALS

- **2010: Bachelor of Arts** from VBSP University, Jaunpur
- **2006: Senior Secondary** from Uttar Pradesh Board, Allahabad

Events & Projects

- Connected Industry – (IOT Event) at The Lalit Hotel, New Delhi
- Cycrone – II – (Cyber Security Threats) at Hotel Sofitel, Mumbai
- Physicals Security – (BFSI) at Hotel Sofitel, Mumbai
- Handled multiple real estate projects as well

IT FORTE

- Advance Excel
- Data Analytics
- SEO & SEM
- Outlook
- Teams

CHANDAN MISHRA

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Market Research | Business Development | Customer Service

Achievement-Driven..... Analytical Aptitude..... Communication Outreach Decision Maker..... Transformation Specialist

SNAPSHOT PROFILE

- **Successful Business Manager** with **nearly a decade** of rich experience in Business Operations entailing Market Research, Content Analysis, Business Analysis, Project Management and Customer Service.
- Expertise in managing overall **Business development & Marketing** activities and demonstrated skills in breaking new avenues & driving sales growth.
- Proficiency in interpreting and manipulating data to extract meaningful patterns, trends, and insights.
- **An Out-of-the-Box thinker** with proven track record of upgrading business revenues, streamlining workflow and creating a team work environment to enhance profitability innovatively for reputed clients.
- **Skill Set** includes:
 - Understanding of the entire gamut of the **Digital Marketing**.
 - Understanding leading edge technologies to develop domain expertise and create new business opportunities in **Market Research & Corporate Communications**.

EXPERIENCE DETAILS

Jul 2018 – May 2023: Wipro Ltd., DOP(CISION), Gurgaon, Haryana
Sr. Analyst- (Market Research)

- Conduct comprehensive primary and secondary research on various industries and brands using tools like via LinkedIn, Bloomberg, Factiva, CINT, Media editor, Google.
- Gather and analyze data to generate meaningful insights and trends about brands.
- Tracking media coverage of the brand and consumers via social media and print media.
- Making a strong relationship with clients to understand their business goal and success.
- Analysing press release as well as broadcast coverage of 100+ brands like **Apple, Samsung, Pfizer, Fiat, CBRE, Coca Cola, Tesco, Tesla, Savills** etc and assessing effectiveness of the social media campaign and reports writing and sharing.
- Keeping an eye on market trends and competitors' analysis, market size and product management.
- Summarized and finalized the data of the assigned projects.
- Constantly coordinated with UK and US team to share and receive the feedback.

May 2016 – Jul 2018: Crux Creative Solutions Pvt. Ltd., Gurgaon, Haryana
Executive- Inside Sales

- Proactively approach the customer via LinkedIn and Emails and generated qualified leads for the company and explore our digital products.
- Interacted with key decision makers such as CEO, Directors, CTO, CIO, CMO, etc.
- Carried out data mining & market research through google & social media platforms.
- Proposal writing and supervised all day-to-day operation after generating sales.
- Managed key accounts of the industry and sharing sales reports.
- Participated in brainstorming sessions with marketing team.
- Assisted clients in the marketing campaign and corporate events.
- Achieved sales goal and target on a regular basis.

Nov 2011 - Jan 2016: Ramprastha Promoters & Developers Pvt. Ltd., Gurgaon, Haryana | Sr. Executive (Sales & Operations)

- Responded to customer queries via calls & emails regarding property documents.
- Sound knowledge of BBA, TPA, Allotment letter and Demand letter.
- Ensured demand raising and prepared weekly payment collection report.
- Well-versed in properties documentation and leading after sales operations.
- Met with walk-in clients and brokers and explore our properties and site visit.
- Looking after entire inbounds leads and generated new leads to sell the property.
- Taking ownership of revenue expansion and property enquiry and close the deal.
- Managed transfer & cancellation cases of the properties.

PERSONAL SNIPPETS**Date of Birth:** 2nd January 1990**Address:** House No. 164, Street No.3, Om Vihar, Phase -2, Gurgaon, Haryana- 122017**Nov 2010 - Nov 2011: E-Meditek Tpa Services Ltd., Gurgaon, Haryana
Customer Care Executive-Health Insurance**

- Efficiently managed and resolved customer support issues via calls and e-mails.
- Interacted with client regarding cashless & reimbursement process.
- Communicated between client and the member of the hospitals for cashless.
- Generated weekly cashless & reimbursement report.
- Liaised regularly with insurance company.

Achievements

- Awarded a Star Performer of the month by Wipro.
- Multiple times awarded Best Analyst of the Quarter by Wipro.

Key Projects and Reports

Client Type	Research Projects & Reports
Technology	Product market management for - Apple TV+, iPhone11, Sony Camera, Play Station, LUMIX (Panasonic)
Pharmaceuticals and Life Sciences	Pfizer Coronavirus Vaccine - market sizing and product value, Drug Portfolio market research, Novartis Advertising - PR strategy and campaign result analysis, AstraZeneca COVID-19 Vaccine
Banking and Finance	Accountancy market analysis, Consultancy business analysis, PwC vs Big3, Lending market & Asset-based financing, Asset management market, Micro financing
Entertainment and Broadcast	Market research - OTT Entertainment Industry, Disney Productions Marketing Campaign, Entertainment Industry during COVID-19, OTT Platform vs Disney+, US Technology, Market Analysis
Publications & Press	Harper Collins PR & Promotions, New Books Marketing, Other Publishers vs Collins
Charities and Non- Profit Organisation	Fundraising and marketing campaigns: Macmillan Coffee Morning Campaigns, Alzheimer Research UK, Cancer Research UK, Child Abuse in UK, Elderly Population In UK, Suicides in UK (Samaritans)
Beverage and Liquor	MacDonald's - Fast Food Market In UK, Red Bull Sports Sponsorships, Wine Imports industry, European Wine market, Sustainable Business Research (Coca Cola)
Automobile	Electric Vehicle market trend, Research into current products, Self-driving vehicle trend
Aviation & Transports	Heathrow – 3rd Terminal, HS1- Train Project, Eurotunnel, Aviation market under COVID- 19, Boeing vs Airbus
Real Estate & Construction	Savills & CBRE – Market reports, Pricing of the properties, Constructions Updates.
Tour and travels	Carnival Cruise Lines tours and packages (Princess Cruises, Holland America Line and Cunard), Cruise Industry in western Europe
Supermarkets	Online grocery market in UK, Segmentation of UK Supermarket, Amazon vs Supermarkets
FMCG	Unilever vs P&G vs Johnson & Johnsons, FMCG – (Business & Environment) Sustainability

Clients: **CORPORATE:** Apple, Sony, Panasonic UK, Pfizer, AstraZeneca, Eli Lilly, Bayer, Novartis Pharmaceuticals, PwC, Bank of England, Barclays, CBRE, Macdonald's, Coca Cola, Walt Disney Company, Sky, Channel 5, BBC, Harper Collins, Oxford University Press, Red Bull, Tesco, Chivas Brothers, Mercedes Benz, Renault, British Airways, Carnival Corporation, Marriott Hotels International, Marks & Spencer's, Cartier, Christian Dior, Aldi, P&G, Johnson & Johnson.